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Research in the Teaching Methods Research Branch
Division of Extension Research and Training

I. Areas of Research Responsibilities.

1. Communications research.
 - a. Teaching methods.
 - (1) Individual contacts.
 - (2) Group contacts.
 - (3) Mass media.
 - (4) Combinations of methods.
 - b. Indirect influence.
 - c. Values of people reached.
 - d. Dynamics of communication.
2. Leadership research.
3. Research on teaching methods for special segments of Extension clientele.

II. Research Under Way.

1. Communications research.
 - a. Experimental study of effectiveness of instructional films on wind erosion control. (Nebraska, etc.)
 - (1) To determine the effect of the films.
 - (2) To contrast the use of a well-prepared combination of teaching methods, including visual aids, with the use of a combination of methods ordinarily used.
 - (3) To explore the dynamics of communication and determine the relationship between teaching methods and the values or attitudes of people which encourage or hinder them from adopting recommended practices.
 - b. A study of subject matter needs of the public for State and U.S.D.A. popular publications to be used in planning publications needed. This is a recommendation of the U.S.D.A. Publications Review Committee.
 - c. An analysis of farm magazines. This study will determine the authorities quoted or referred to in farm magazines. It will show the respect for scientific sources of agricultural information and for scientific agriculture. It will also show the use of farm magazines as a communication medium.
 - d. Effectiveness of extension telecasting. (Georgia)
 - e. Evaluation of an extension broiler bulletin. (Georgia)
 - f. Diffusion of farm practices, (West Virginia)
 - g. An exploratory study of the use of mass media in the States.
2. Leadership research.
 - a. Summary of findings of research on local leadership.
3. Research on teaching methods for special segments of extension clientele.
 - a. A study of the work of community improvement clubs. (Georgia)
 - b. An experimental study of community improvement clubs in the diffusion of practices. (Georgia)
 - c. A fact-finding study in a rural development pilot-county. (Fayette County, Pennsylvania.)
4. Personnel research.
 - a. Validation of an instrument to use in the selection of county agricultural agents. An instrument was developed in Missouri in the ONR study which seems to have good possibilities. It needs validation in other States.
5. Review of extension research.



